



Success News

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Washington Metropolitan Area District Office
Small Business Person of the Year
Warren Errol Brown
www.cakelove.com and www.lovecafe.com

WASHINGTON – Joseph P. Loddo, Director of the Washington Metropolitan Area District Office of the U.S. Small Business Administration announced Warren Errol Brown of Cake Love and Love Cafe as this year's recipient of the Small Business Person of the Year Award. In making the announcement, Loddo said, "Mr. Brown is one of the outstanding business leaders and a dynamic manager in our Metropolitan area. I salute him and those who have assisted in his business growth." As Walt Disney stated "All our dreams can come true, if we have the courage to pursue them." It is small business that represents the "*Spirit of America*."

Brown is also the winner of our State Small Business Person of the Year Award for the District of Columbia. Each year, SBA recognizes outstanding small business owners and the champions who support them for their contribution to the U.S. economy. SBA was chartered in 1953 by the U.S. Congress to aid, council, assist and advocate for small businesses.

Brown was selected based on his staying power, growth in number of employees, increase in sales and/or unit volume, current and past financial reports, innovativeness of product or service offered, response to adversity, and contributions to aid community-oriented projects. These awards are one of several presented in conjunction with the observance of Small Business Week 2006.

"**Practicing law didn't speak to me. . .**" are the words echoed by Warren Errol Brown who left his role as a federal attorney to pursue his passion, CakeLove. Mr. Brown opened CakeLove located at 1506 U Street, N.W., Washington, D.C. in March 2002 with the support of a SBA guaranteed small business loan. Since then, he has opened Love Cafe in August 2003 which is located across the street from CakeLove and a third storefront business located at 935 Ellsworth Drive, Silver Spring, Maryland supported by -- SBA guaranteed financing opened on February 4, 2006. Without collateral or sufficient seed money to begin his business, Mr. Brown's vision would not have been realized if SBA did not provide the necessary assistance needed.

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CakeLove's revenue has grown in the past three years by an average of \$6,000 a month to a – combined earning of over \$120,000 a month with a staff of 60 employees. Although experiencing business success, adversity did come. It came from new customers who doubted the legitimacy of CakeLove and who criticize and fail to follow serving instructions. To solve this problem, Mr. Brown started a public relations campaign to instruct how to serve cake. Always **“serve cake at room temperature,”** that's the key.

Mr. Brown graduated from Brown University with a Bachelors of Art in History and was compelled by his search for truth to attend law school. By attending law school, Mr. Brown felt he could gain the authority to effect the practical change in the curricula of reproductive health for youth in America. Mr. Brown went on to receive a Juris Doctor and a Masters in Public Health from George Washington University.

A natural borne entrepreneur, Mr. Brown realized his call to bake during 1999 new year's resolution which changed his life. He obeyed his calling and followed his passion, baking cakes. Offering people something better than what was being offered in the market place allowed CakeLove to expand and continue to attract loyal customers.

The sweet taste of success and his entrepreneurial vision launched Sugar Rush, a new prime-time thirty minute program airing on the Food Network broadcast via cable and is available in 87 million homes in the United States. Mr. Brown is the host of the program and travels to discover and share with the viewers the secrets that pastry chefs use when creating delicate sugar art and decadent desserts.

He has been recognized for his entrepreneurial spirit by national media and feature by a number of television shows, magazines and newspapers, including The Oprah Winfrey Show, The Today Show, NBC Dateline, Food Network's Tyler's Ultimate, Black Enterprise, The American Lawyer, The Washington Post, The Washington City Paper, The Washington Times, Washingtonian, Baking From The Heart, a collection of recipes published by Share Our Strength and the latest USA Today Weekend, January 2006.

Mr. Brown still finds time for charitable work such as Reading is Fundamental (RIF) and Youth Aids. The passion for baking was best expressed by a twelve year old girl visiting the Washington area from Holden, Massachusetts who wrote Mr. Brown a letter explaining her love for baking and plans to attend Johnson and Wales Culinary College. She stated **“I would love any advice on how to bake great cakes”**

Brown, along with other award recipients will be honored at a Small Business Awards Breakfast Gala on Thursday, May 25, 2006 at the Ronald Reagan Building, 1300 Pennsylvania Avenue, N.W., Washington, D.C. For more information about the breakfast, contact Diane Bynum at (202) 272-0365.

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